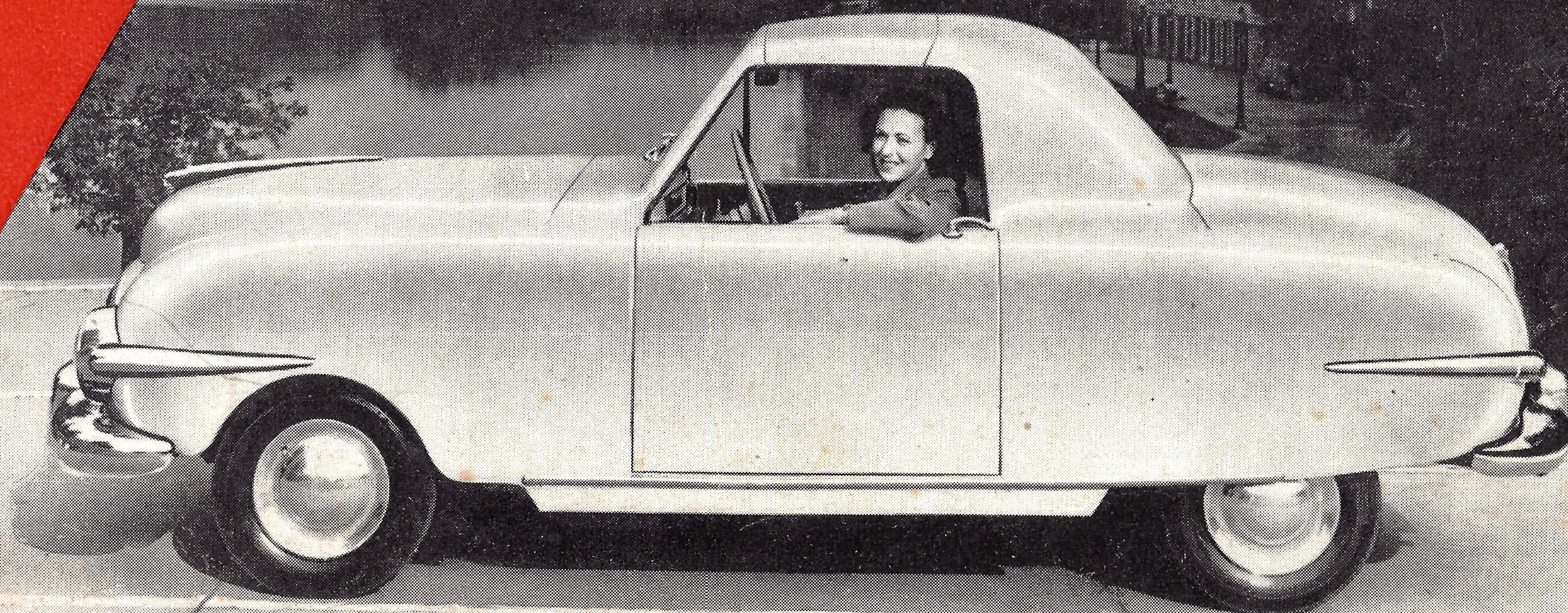


The 1948

PLAYBOY



THE STORY of THE PLAYBOY

There has long been a need in the American automotive field for a car which is junior in size, but senior in performance . . . a car that is not designed to be a substitute for a larger automobile . . . but is designed primarily to be a companion or second car. It was this thought that led Lou Horwitz to join forces with Charles D. Thomas and Norman Richardson in forming the Playboy Motor Car Corporation, with Mr. Horwitz as president, Mr. Thomas as vice-president and Mr. Richardson treasurer . . . to produce the PLAYBOY . . . "the nation's newest car sensation" . . . setting new standards in the low price field . . . created to meet the ever-changing car needs of an ever-changing America.

An experimental model, which incorporated all of the salient points of the Playboy automobile, was built 10 years ago. This experimental car was tested and its capabilities proven on various automobile proving grounds throughout the nation. Years of concentrated and determined effort followed . . . resulting at last in the new 1948 Playboy, truly "America's most advanced engineered car", . . . a companion car that has reached new heights in modern car design and styling . . . combining the most important features of three

body styles: business coupe, club coupe and convertible coupe . . . all in one.

The Playboy is the first car in the entire automotive field equipped with an all-steel convertible disappearing top. The ease with which this top can be operated, and its remarkable long-wearing qualities makes the Playboy the ideal car for motoring in all weather and all climates. The Playboy will go over 70 miles an hour, at which speed it hugs the road like a car twice its weight, insuring maximum protection and safety. Thru road tests it has been shown that the playboy will give 35 miles on a gallon of gasoline, thus providing a remarkable degree of economy in operation. In addition all standard automotive parts are used in the construction of the Playboy, facilitating servicing. The Playboy sells for \$985. F.O.B., Buffalo, N. Y. making it economical to own as well as to operate.

Only the most rigid specifications have been adhered to in building this sleek, handsome automobile . . . proof positive that in construction and design the Playboy is the kind of car you will be proud to drive . . . the kind of car you will want to own.

SPECIFICATIONS

GENERAL:

Wheelbase 90 inches—Tread 47 inches—Overall length 155 inches—Overall Width 59 inches—Height 56 inches—Ground Clearance under center 8½ inches—Curb weight 2035 pounds—Seat width 50 inches—Space back of seat (top up) 25 cu. ft.—Space luggage compartment 13 cubic feet.

ENGINE:

Continental L-Head, 4 cylinder, 40 Horse Power water-cooled engine. Aluminum Pistons and steel-backed Babbitt-lined replaceable main and connecting rod bearings. Full pressure lubrication to all main bearings, connecting rods, camshaft, tappets and timing gears. Oil capacity 4 quarts.

CLUTCH:

Long 8" Dry Disc with Flexible Plate.

TRANSMISSION:

Warner Gear 3-speeds and reverse with synchro-mesh. Helical Gears throughout. Warner Gear Automatic Overdrive optional at extra cost.

REAR AXLE:

Spicer Semi-Floating with Hypoid Gear and Pinion. Balanced Drive-shaft with Spicer needle bearing universal joints. Timken Bearings throughout. Standard Ratio 4.1 to 1.

SPRINGS:

Rear, independent coil with direct acting hydraulic shock-absorbers.

FRONT AXLE:

Special, Rigid Axle, single arm independent suspension. Perfect steering geometry through entire range of wheel movement. Coil Springs and Direct-acting shock-absorbers.

STEERING:

Ross Twin Cam & Lever.

BRAKES:

Wagner 9x2 hydraulic on all 4 wheels. Automatically adjusted for wear. Parking Brakes, Cable-operated on rear wheels only. Budd Brake drums and hubs.

WHEELS:

Five 12 inch diameter steel disc with drop center rim.

TIRES:

Five 5.00x12—Spare easily accessible in rear compartment.

FUEL SYSTEM:

AC Fuel Pump and Filter. 10 gallon tank mounted at the rear. Fuel Gauge on the Instrument Panel.

COOLING SYSTEM:

Cellular Radiator with crankshaft mounted fan. Sealed water pump of 40 gallons per minute capacity. Hot water heater and defrosters available.

ELECTRICAL SYSTEM:

Auto-Life Starter, Generator and Ignition System. 80 ampere hour battery mounted under hood. Sealed beam headlamps and dual tail and parking lights.

CONSTRUCTION:

All-welded integral body and frame. Deep, rigid boxed rail at extreme width of car provides maximum passenger protection and proper, safe jacking location. Asphaltic-coated sheet metal throughout.

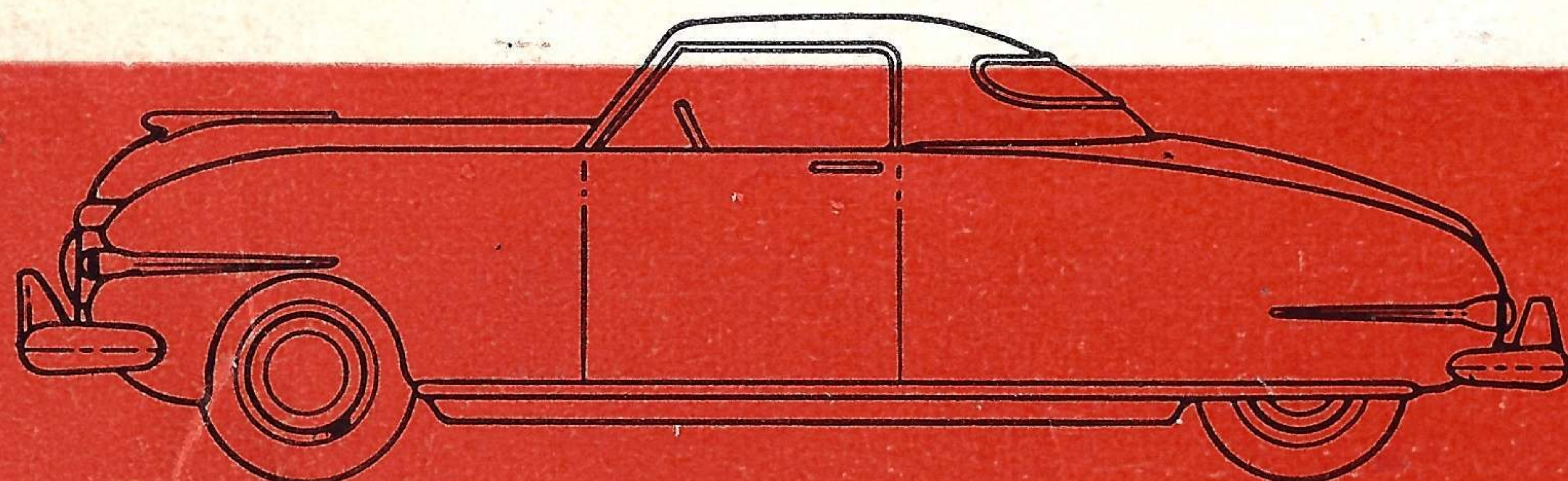
PERFORMANCE:

Grade Ability 35%. Top speed 70 miles per hour (with overdrive 75 miles per hour). Fuel economy 30 to 35 miles per gallon.

MODELS:

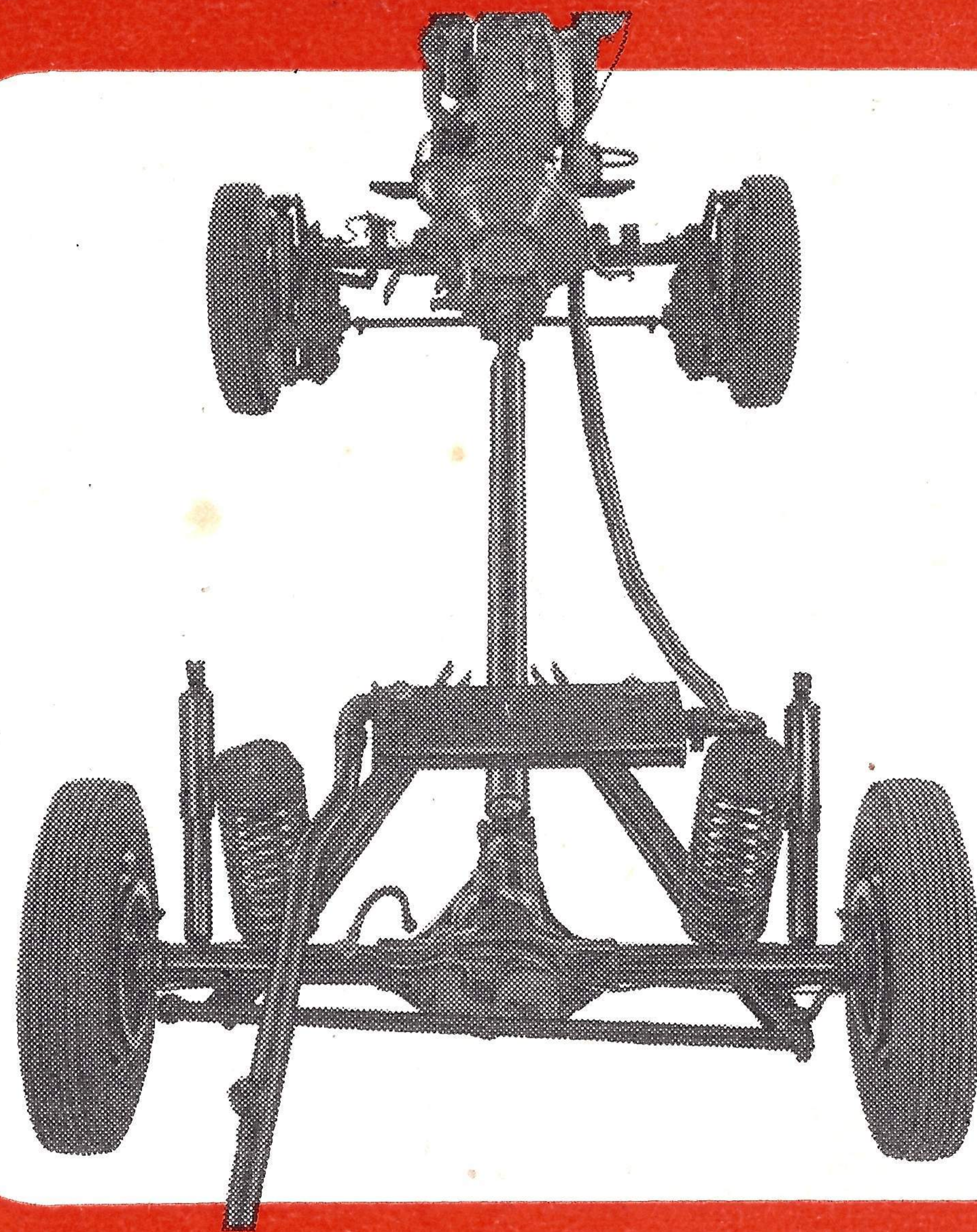
Combination convertible coupe only.

The Playboy Motor Car Corp. reserves the right to change the specifications and price at any time without incurring obligation on cars previously built and without notice.



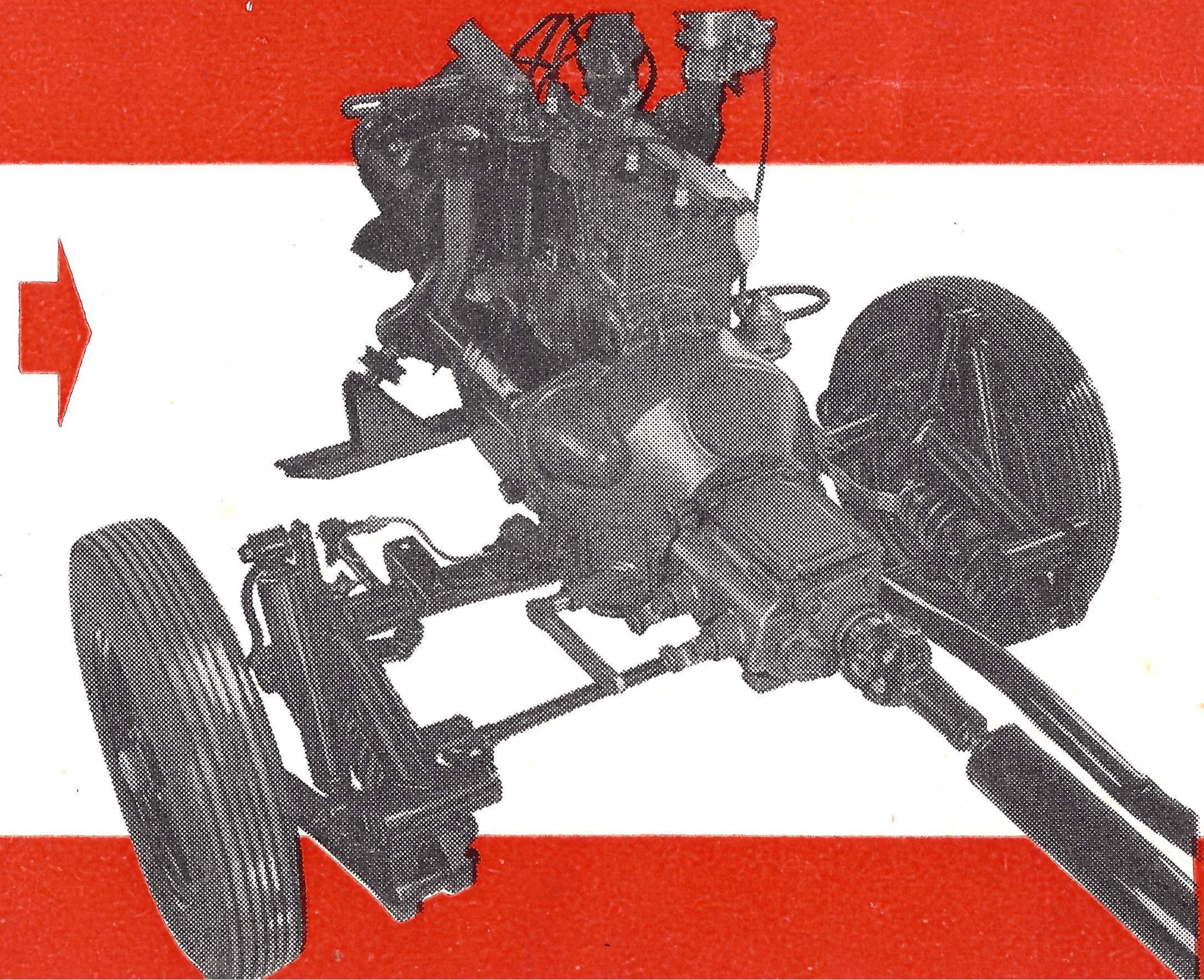
AMERICA'S MOST ADVANCED ENGINEERED AUTOMOBILE

CHASSIS DETAIL



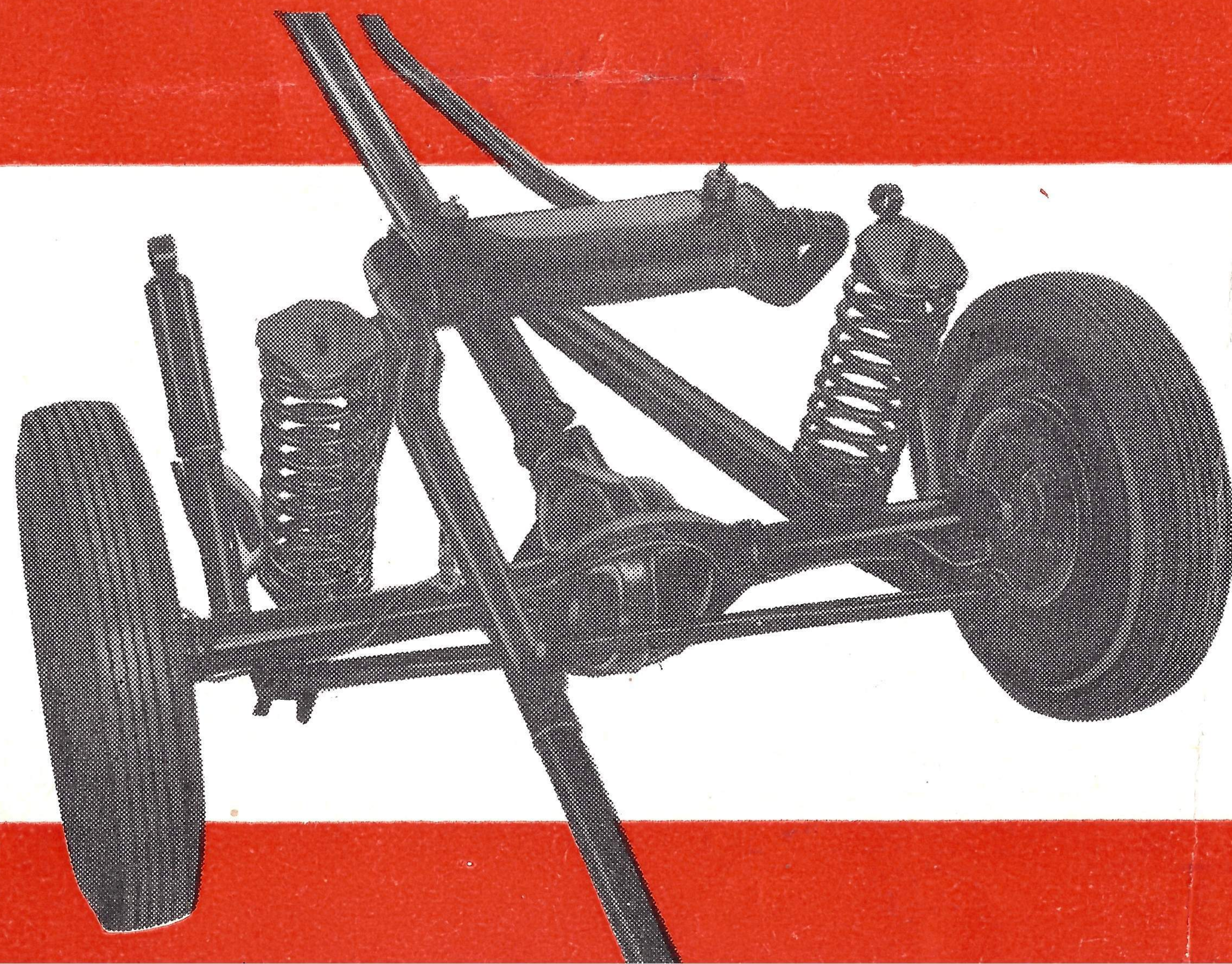
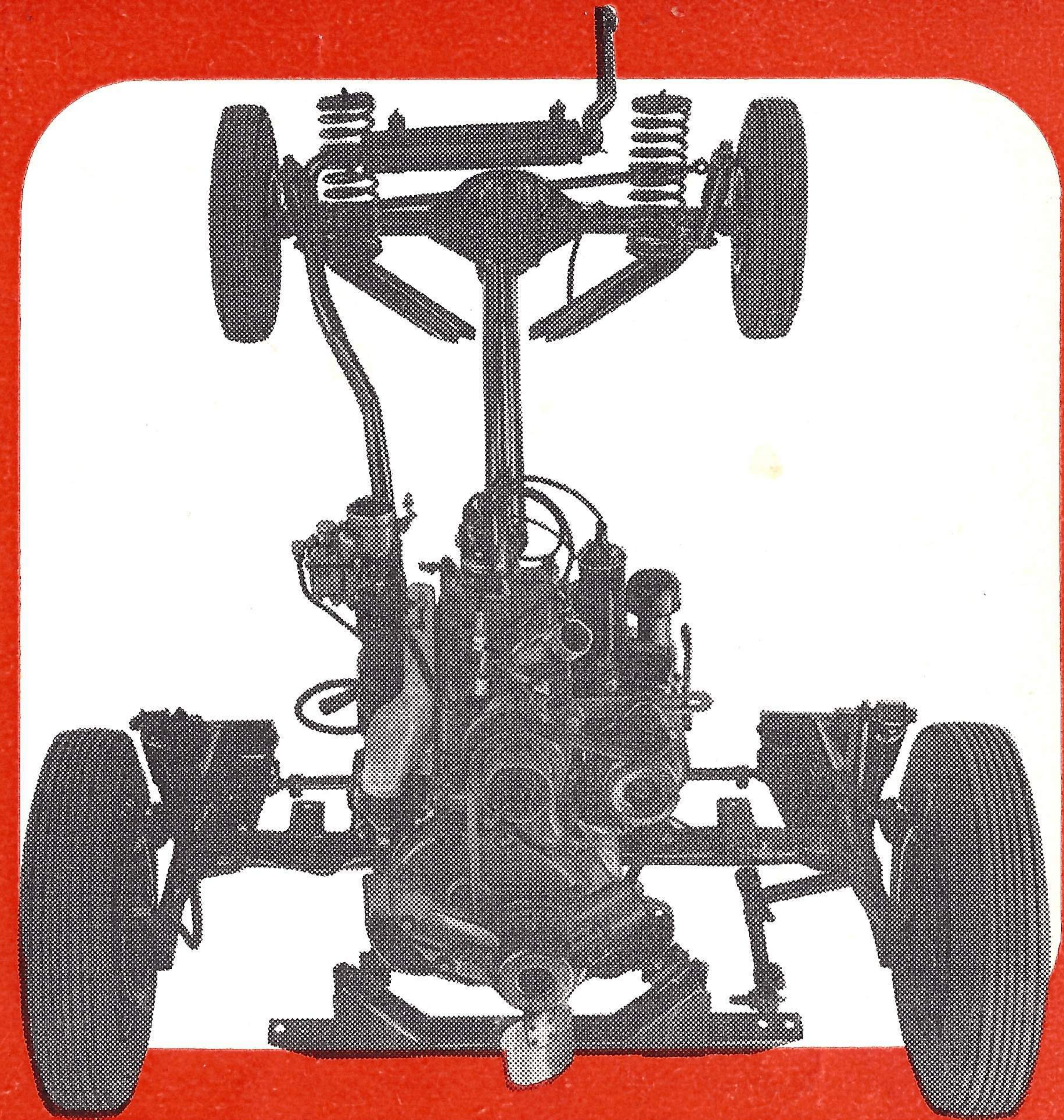
We present the advanced chassis of the Playboy — engineered completely new from fan to tail pipe. All the running units bear famous automotive names and are proven by a background of millions of road miles. Here is a clean, sound chassis that will remain quiet through years of hard service. Note that all four wheels are floating on large, independent coil springs and aircraft type hydraulic shock absorbers. This construction, used on the most expensive cars, insures a smooth, level ride under the most rigorous road conditions. It has four self-adjusting hydraulic brakes of the latest design and possesses more braking power per pound of weight than any other production automobile.

8 YEARS of engineering development and road proving are behind this new and unique achievement in independent front wheel suspension. It is by far the simplest ever designed, having fewer moving joints than any suspension yet produced by the industry. It has ultra-soft springs, yet the most sudden stop cannot disturb the level-riding equilibrium of the Playboy. The rigid axle always maintains fixed steering pivots and provides constant steering radius by both wheels under all road conditions. This gives a new standard of steering, freedom from road shock, and maximum tire life.



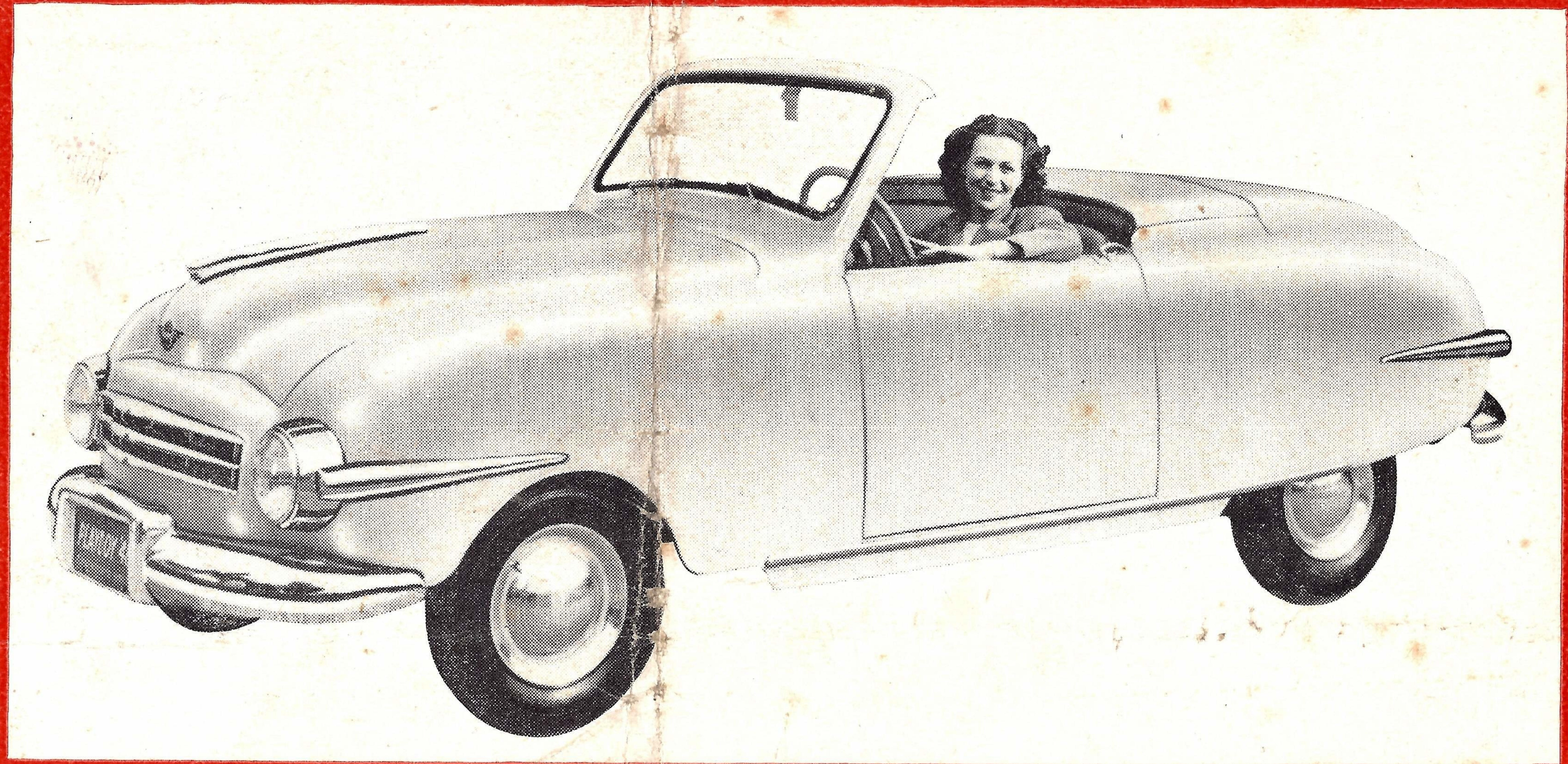
LS of the PLAYBOY

This head-on view of the Playboy, minus its smoothly-contoured body, shows clearly its quality features. The fan is rubber mounted on the engine crankshaft, independent of belts, and constantly runs at full engine speed. The steering gear (not shown) is of standard twin cam-and-lever type mounted on the front frame of the body and is directly linked to the left-hand wheel pivot. The power plant has four cylinders, is water-cooled and develops 40 horsepower. This engine is top quality in every respect with a positive pressure oiling system, interchangeable bearings, precision balance and dependability — proven by more than 10 years of service.



The rear axle is of semi-floating type, with quiet hypoid gears and dependable roller bearings. The diagonal wishbone, trackbar, springs and shock absorbers are all insulated in generous rubber bushings and never require lubrication. The drive-shaft has full needle-bearing universal joints and is balanced for smooth high-speed cruising. Down to the last detail of the Playboy you will find basic, proven engineering principles, fine materials and careful assembly deliberately combined for the first time in a low-priced car to capture and hold America's motoring heart.

THE PLAYBOY



"The Nation's Newest Car Sensation"



PLAYBOY MOTOR CAR CORP.

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BUFFALO 8, N. Y.

Posted on October 20, 2020 by Brian D. Szafranski, Elma New York USA
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